

CLAIMS

What is claimed is:

1. A collar stiffening device comprising:
 - (a) a collar stay having a first surface and a second surface;
 - 5 (b) a foam layer secured to the second surface of the collar stay;
 - (c) an adhesive disposed on at least a portion of the foam layer; and
 - (d) a flexible protective cover layer removably secured to the foam layer by the adhesive.
2. The collar stiffening device of claim 1 wherein the collar stay is made
10 from a semi-rigid material.
3. The collar stiffening device of claim 2 wherein the semi-rigid material is celluloid.
4. The collar stiffening device of claim 2 wherein the semi-rigid material is plastic.
- 15 5. The collar stiffening device of claim 1 wherein the collar stay further comprises an upper end and a lower end of various geometric shapes.
6. The collar stiffening device of claim 5 wherein the upper end and the lower end are rounded.
7. The collar stiffening device of claim 1 wherein printing in the form of
20 advertising is depicted upon the first surface of the collar stay.
8. The collar stiffening device of claim 1 wherein the foam layer comprises closed cellular polyurethane foam.
9. The collar stiffening device of claim 1 wherein the adhesive is a water-soluble substance.

10. The collar stiffening device of claim 9 wherein the adhesive is glue.
11. The collar stiffening device of claim 1 wherein the cover layer comprises a member of the group: coated paper, wax paper, thin plastic, or polymer film.
- 5 12. A combination of a shirt provided with a collar stiffening device comprising:
 - (a) a shirt comprising:
 - (i) a body; and
 - (ii) a collar attached to the body wherein the collar has a front
10 edge, an upper surface, and a lower surface;
 - (b) a collar stiffening device comprising:
 - (i) a collar stay having a first surface and a second surface;
 - (ii) a foam layer secured to the second surface of the collar
stay;
 - 15 (iii) an adhesive disposed on at least a portion of the foam
layer; and
 - (iv) a flexible protective cover layer removably secured to the
foam layer by the adhesive;

wherein the collar stiffening device is removably secured to the lower
20 surface of the collar subsequent to removal of the protective cover layer
to provide stiffening to the collar of the shirt.
13. The combination of a shirt provided with a collar stiffening device of claim 12 wherein the collar stay of the collar stiffening device is made from a semi-rigid material.

14. The combination of a shirt provided with a collar stiffening device of claim 12 wherein the foam layer of the collar stiffening device comprises closed cellular polyurethane foam.
15. The combination of a shirt provided with a collar stiffening device of claim 12 wherein the adhesive of the collar stiffening device is a water-soluble glue.
16. A method for stiffening the collar of a shirt comprising the steps of:
- (a) providing a shirt comprising:
 - (i) a body; and
 - (ii) a collar attached to the body wherein the collar has a front edge, an upper surface, and a lower surface;
 - (b) providing a collar stiffening device comprising:
 - (i) a collar stay having a first surface and a second surface;
 - (ii) a foam layer secured to the second surface of the collar stay;
 - (iii) an adhesive disposed on at least a portion of the foam layer; and
 - (iv) a flexible protective cover layer removably secured to the foam layer by the adhesive;
 - (c) removing the protective cover layer from the adhesive on the foam layer;
 - (d) aligning the collar stiffening device with the front edge of the collar lower surface; and
 - (e) securing the collar stiffening device to the collar lower surface.